

7.7 EVENT SPONSORSHIP 2023/2024

- Attachments:**
1. Event Sponsorship Detailed Summary
 2. Event Sponsorship Guidelines
 3. Revelation Perth International Film Festival - Confidential
 4. East Perth Football Club Footyville - Confidential
 5. Good Sammy LOOP - Confidential
 6. WAHonk Fest - Confidential
 7. Community Connect Multicultural Mental Health Expo - Confidential
 8. Beaufort Street Network Dogtober - Confidential
 9. Jazz Picnic in The Park and Jazz Brunch - Confidential
 10. Pride Fairday - Confidential
 11. Mt Hawthorn Streets Festival - Confidential
 12. Candlelight Best Movie Soundtracks - Confidential
 13. Beaufort Street Network Christmas Festival - Confidential
 14. Mt Hawthorn NYE - Confidential
 15. Hyde Park Festival - Confidential
 16. St Patricks Day Festival - Confidential
 17. Multicultural Market - Confidential
 18. RTRFM Neon Picnic - Confidential
 19. North Perth Primary School 125th Year Anniversary - Confidential
 20. Subiaco Football Club City of Vincent Match - Confidential
 21. Perth Swing Dancing Hullabaloo Fair - Confidential
 22. Pickle District After Dark - Confidential
 23. Leederville Connect Events - Confidential
 24. Centrestage Seniors Concert Series - Confidential
 25. Vincent Open Studios - Confidential

RECOMMENDATION:

1. That Council **APPROVES** an amount of \$249,000 in 2023/24 for Event Sponsorships as follows:

Event	Amount
Revelation Perth International Film Festival	\$15,000
Revelation Perth International Film Festival	
East Perth Football Club Footyville	\$0
Good Sammy LOOP By Good Sammy	\$15,000
Junkadelic Brass Band WAHonk Fest 2023	\$0
Multicultural Services Centre of WA Community Connect Multicultural Mental Health Expo	\$0
Beaufort Street Network Dogtober	\$7,000
Perth International Jazz Festival Jazz Picnic In The Park and Jazz Brunch	\$25,000
Pride WA Pride Fairday	\$20,000
Palace J Mt Hawthorn Streets Festival	\$25,000
FEVER Candlelight: Best of Movie Soundtracks	\$12,000
Beaufort Street Network Beaufort Street Christmas Festival	\$5,000
Floreat Athena Mt Hawthorn NYE	\$10,000
Rotary Club of North Perth Hyde Park Festival	\$15,000
St Patricks Day WA St Patricks Day Festival	\$20,000

Kena Cabral Moraes Multicultural Market	\$0
RTRFM Neon Picnic	\$10,000
North Perth Primary School North Perth Primary School 125 th Year Anniversary	\$0
Subiaco Football Club City of Vincent Match	\$5,000
Perth Swing Hullabaloo Fair	\$0
The Pickle District After Dark	\$30,000
Leederville Connect Leederville Town Centre Events	\$25,000
Centrestage Recording Studios Seniors Concert Series	\$10,000
Julie Rosario Vincent Open Studios	\$0
TOTAL EVENT SPONSORSHIP	\$249,000

2. **NOTES** the allocation of all 2023/24 Event Sponsorship remains subject to the recipient signing a Sponsorship Agreement with the City of Vincent identifying all related expectations and obligations.

PURPOSE OF REPORT:

To approve the proposed 2023/24 Event Sponsorship and associated budget allocations.

BACKGROUND:

The City of Vincent allocated \$238,000 Event Sponsorship in 2022/23 as follows:

Event	Amount
Leederville Connect Leederville Connect Events	\$32,500
Revelation Perth International Film Festival Revelation Perth International Film Festival	\$20,000
East Perth Football Club City of Vincent Football Festival	\$5,000
Premier Events Little People Festival	\$1,500
Mt Hawthorn Hub Little Day Out	\$10,000
Beaufort Street Network Dogtober	\$7,000
Heart Inspired Events Mt Hawthorn Hawkers Markets	\$5,000
Perth International Jazz Festival Jazz Picnic In The Park	\$20,000
Beaufort Street Network Twilight Christmas Markets	\$5,000
Pride WA Pride Fairday	\$20,000
Floreat Athena Party on the Pitch New Year's Eve	\$10,000
Rotary Club of North Perth Hyde Park Festival	\$15,000
RTRMFM Neon Picnic	\$10,000

St Patricks Day Inc WA St Patricks Day Festival	\$20,000
Subiaco Football Club (and East Perth Football Club) City of Vincent Football Match	\$7,000
Pickle District After Dark	\$30,000
Event Allocation Year-Round Event Applications	\$20,000
TOTAL EVENT SPONSORSHIP	\$238,000

DETAILS:**Process for Seeking Applications**

Applications for 2023/24 Event Sponsorship opened on 8 February 2023 with a callout for art events, family friendly festivals, sporting celebrations, community concerts and cultural celebrations. The availability of sponsorship was promoted through the City's Facebook page, website, e-newsletters, monthly advert and direct correspondence with previous and prospective applicants. Applications closed on 6 April 2023.

Assessment Criteria

To ensure an equitable assessment process, all applicants were required to respond to assessment criteria to demonstrate what value their event adds to the Vincent community and how it aligns with the Strategic Community Plan.

Five assessment criteria were included:

Enhanced Environment

- How will your event work to minimise the environmental impact and encourage an environmentally friendly event?

Accessible City

- How will your event encourage smart travel?
- How will you create an event that is accessible to all members of the community?

Connected Community

- Who is your target demographic and how will the event encourage their involvement and participation?
- How will the event have broad appeal and actively engage and connect the local and greater community?

Thriving Places

- How will the event increase economic benefit to the local businesses and encourage them to be involved?
- How will the event provide social benefit and cultural opportunities to the local and greater community?

Innovative and Accountable

- Provide evidence you can deliver the event. Include history of previous work, evidence of additional funding sources and organisation capacity to deliver all aspects of the event.

The eligibility criteria is detailed in the Event Sponsorship Guidelines in Attachment 2. Sponsorship is available for:

- Established commercial businesses and incorporated community groups
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend are within a public place in the City's boundary
- Events held between 1 July 2023 and 30 June 2024

- Events that demonstrate alignment to all criteria within these guidelines

Sponsorship is not available for:

- Applicants without an Australian Business Number
- Schools, P&C associations, political or religious groups
- Events that have commenced or begun promotion. The City cannot sponsor retrospectively
- Purchases or capital equipment, insurances, ongoing and recurring staff salaries, including consultant fees
- Applicants with outstanding debt to the City

Application Outcomes

A detailed summary of applications is in Attachment 1.

A total of 23 applications were received as shown in the following table. The detail of the submissions is shown in Confidential Attachments 3 – 25.

The total amount requested was \$622,652, and the recommended sponsorship total is \$249,000.

Event	Amount Requested	Amount Recommended	2022/2023 Funding
Revelation Perth International Film Festival	\$20,000	\$15,000	\$20,000
Footyville	\$7,500	\$0	\$0
LOOP by Good Sammy	\$37,152	\$15,000	\$0
WAHonk Fest	\$40,000	\$0	\$0
Community Connect – Multicultural Mental Health Expo	\$40,000	\$0	\$0
Dogtober	\$11,000	\$7,000	\$7,000
Jazz Picnic in the Park and Jazz Brunch	\$38,000	\$25,000	\$20,000
Pride Fairday	\$40,000	\$20,000	\$20,000
Mt Hawthorn Streets Festival	\$40,000	\$25,000	\$0
Candlelight: Best of Movie Soundtracks	\$25,000	\$12,000	\$0
Beaufort Street Christmas Festival	\$25,000	\$5,000	\$5,000
Mt Hawthorn NYE	\$40,000	\$10,000	\$10,000
Hyde Park Festival	\$25,000	\$15,000	\$15,000
St Patricks Day Festival	\$40,000	\$20,000	\$20,000
Multicultural Market	\$3,000	\$0	\$0
Neon Picnic	\$10,000	\$10,000	\$10,000
North Perth Primary School 125 th Year Anniversary	\$40,000	\$0	\$0
City of Vincent Match (with East Perth Football Club)	\$8,000	\$5,000	\$7,000
Hullabaloo Fair	\$3,000	\$0	\$0
After Dark	\$40,000	\$30,000	\$30,000
Leederville Town Centre Events	\$40,000	\$25,000	\$32,500
Seniors Concert Series	\$40,000	\$10,000	\$0
Vincent Open Studios	\$10,000	\$0	\$0
TOTAL	\$622,652	\$249,000	

Calendar and location Summary

Event recommendations also consider where and when the event takes place to ensure events are held throughout the year and at a range of locations.

Month	Event	Location
July	Revelation Film Festival	Leederville Town Centre
August	LOOP by Good Sammy	North Perth Town Hall
October	WAHonk Fest Dogtober	Axford Park, Weld Square, Leederville Village Square Barlee Street Carpark or Grosvenor Road
November	Jazz Picnic in the Park Jazz Brunch Pride Fairday Mt Hawthorn Streets Festival	Hyde Park Town Centres Hyde Park Mt Hawthorn Town Centre
December	Candlelight Movie Soundtracks Beaufort Street Christmas Festival Mt Hawthorn NYE	Hyde Park Beaufort Street Town Centre Litis Stadium
March	Hyde Park Festival St Patricks Day Festival Neon Picnic	Hyde Park Leederville Town Centre and Oval Hyde Park
April	City of Vincent Match	Leederville Oval
May	After Dark	Pickle District
Year Round	Leederville Town Centre Events Seniors Concert Series	Leederville Town Centre Mt Lawley

CONSULTATION/ADVERTISING:

Consultation and advertising were not required.

LEGAL/POLICY:

- Community Funding Policy

RISK MANAGEMENT IMPLICATIONS

Medium: The public nature of events attracts risks including loss of reputation, financial, loss and damage to facilities and equipment. This is managed by the sponsorship agreement which requires recipients to supply the City with event plans, risk management plans and insurance details.

The sponsorship agreement also stipulates recipients carry out the events at their own risk and agree to not make any claims against the City and the City shall have no liability or responsibility to the provider with respect to the event.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Enhanced Environment

Our parks and reserves are maintained, enhanced and well utilised.

Accessible City

Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.

Connected Community

An arts culture flourishes and is celebrated in the City of Vincent.

We have enhanced opportunities for our community to build relationships and connections with each other and the City.

Our many cultures are celebrated.

Our community facilities and spaces are well known and well used.

We are an inclusive, accessible and equitable City for all.

Thriving Places

*We are recognised as a City that supports local and small business.
Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.
We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.*

Innovative and Accountable

*Our community is aware of what we are doing and how we are meeting our goals.
Our community is satisfied with the service we provide.
We are open and accountable to an engaged community.*

SUSTAINABILITY IMPLICATIONS:

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*, however recipients are required through the funding agreement to adhere to sustainable practices.

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following priority health outcomes of the *City's Public Health Plan 2020-2025*:

Increased mental health and wellbeing

Increased physical activity

FINANCIAL/BUDGET IMPLICATIONS:

Event Sponsorship funding of \$299,500, approved by Council in the annual budget for 2023/24.

COMMENTS:

The allocation of event funding through Council's 2023/24 budget will not only contribute to the success of various community events, but also have positive impacts on the local economy and social cohesion.

Due to the number of applications and available budget, funding for some events has reduced from last year and not all events can be funded. The events that are well established and have built strong community connections are encouraged to seek additional sponsorship to support their events.

The delivery of these events in collaboration with town teams, community groups, local businesses and not-for-profits builds strong relationships to enhance collaboration, strengthen community bonds and lead to the development of more inclusive and diverse events reflecting the unique needs and interests of the local community.

Event Sponsorship

Event Name	Revelation Perth International Film Festival				
Event Date	12 – 16 July 2023				
Event Location	Luna Cinema Leederville, Oxford Streets bars and cafes				
Event Organiser	Revelation Perth International Film Festival				
Event Description	<p>The festival is an annual film event, presenting over 200 international, national, and local films, talks, events and presentations.</p> <p>The festival is a project and industry initiator and annually delivers film and cross-artform components focused on industry and community capacity building, discussion, visual art, live performances, and community events, many of which are free to the public.</p> <p>This year's festival will include its famous opening night, international screening program, and special events centred on the achievements of local works. The festival will include filmmaker talks and presentations, the Get Your Shorts On and City of Vincent Film Project screening and a host of other activities and cultural collaborations in Vincent with satellite activities across Perth.</p>				
Event is Free	<p>Talks and professional development events are free.</p> <p>The family screening program is free for under 16.</p> <p>Tickets will range from \$15.50 (for seniors), \$18.50 (concession), \$21.50.</p> <p>The festival will have range of passes that provide admission for \$5.</p>				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$302,700	\$20,000	\$15,000	Yes	Marketing
Sponsorship History	\$20,000 in 2022/23				
Compliant EOI?	A mix of free events, and ticketed events.				
Administration Recommendations	<p>The festival appeals to lovers of film, art and culture and brings significant benefit to the town centre as it attracts 22,000 people to Leederville and provides activation during the winter. It is recommended funding be reduced slightly this year as the festival has a strong reputation and has become a well-established event that would be able to draw in new sponsors to help with the sustainability of the festival.</p>				

Event Sponsorship

Event Name	Footyville				
Event Date	15 July 2023				
Event Location	Leederville Oval				
Event Organiser	East Peth Football Club				
Event Description	East Perth Football Club are seeking funding to provide a 'Footyville' experience including inflatables, giveaways and activities for kids, increased marketing and promotion for the game days, increased interaction with local businesses to promote egress from Leederville Oval into the Town Centre.				
Event is Free	Tickets are \$18 for adults, \$15 for concession and kids under 16 are free.				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$15,000	\$7,500	\$0	No	Marketing
Sponsorship History	N/A				
Compliant EOI?	No. Tickets are required to be free for Vincent residents.				
Administration Recommendations	Administration recommends redirecting this funding request to coincide with the Subiaco Football Clubs event 'City of Vincent Football Match' to be a home game for both teams as a 'City of Vincent Derby'. Providing both teams with the opportunity collaborate to deliver a community event at Leederville Oval.				

Event Sponsorship

Event Name	LOOP by Good Sammy				
Event Date	26 August 2023				
Event Location	North Perth Town Hall				
Event Organiser	Good Sammy Mt Lawley				
Event Description	<p>LOOP by Good Sammy is a sustainable pop-up event featuring up-cycled, recycled, and circular/slow fashion. The event is designed to bring people into Vincent, specifically the disability and circular economy cohorts.</p> <p>The market will attract new groups to Vincent as part of a mission to address the 'invisibility of disability'. The marketplace will be staffed by people with disability and their support staff, there will be visual representations and activation by people with disability, all promoting the important contributions of the disability community.</p> <p>The event will drive change in textile waste through exhibitions, workshops, visual displays and a thriving marketplace.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$40,679	\$37,152	\$15,000	Yes	Facilities Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>The event has been designed with the disability community in mind and will provide valuable and meaningful experiences for people with disability. The event will be accessible, inclusive, and family-friendly, with a significant focus on the importance of sustainability. This event aligns with Vincent's Access and Inclusion Plan, and Sustainable Environment Strategy. It is recommended the City provide mid-level funding to assist the event getting off the ground, and encourage Good Sammy to create new partnerships and seek additional sponsors.</p>				

Event Sponsorship

Event Name	WAHonk Fest 2023				
Event Date	6 - 8 October 2023				
Event Location	Axford Park, the Mezz, Leederville Village Square, The Leederville Hotel, Cranked Coffee, Weld Square and the Ellington Jazz Club.				
Event Organiser	Junkadelic Brass Band and Upbeat Events				
Event Description	<p>WAHonk Fest Street Music Festival is an outdoor spectacle featuring alternative community bands and related arts. Volunteer run, WAHonk is a parade, a party, a raucous celebration.</p> <p>The event has previously been held in 2017 and 2018 in Fremantle as part of the Fremantle International Street Arts Festival. The concept for WAHonk 2023 in Vincent will be supported by UpBeat Events who share their Mt Hawthorn arts hub space with Junkadelic Brass Band.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$88,400	\$40,000	\$0	Yes	Waste Rangers Marketing Facilities
Sponsorship History	N/A				
Compliant EOI?	Yes – in part				
Administration Recommendations	<p>Administration was unable to identify how the funding would be allocated for this initiative. No details were provided about the likely scale of the events or the infrastructure required. It is unclear whether the event would have many outgoing costs.</p> <p>The City may be able to provide in-kind support by way of waiver of park booking fee to allow these performances.</p>				

Event Sponsorship

Event Name	Community Connect – Multicultural Mental Health Expo				
Event Date	10 October 2023				
Event Location	North Perth Town Hall and Multicultural Gardens				
Event Organiser	Multicultural Services Centre of WA (MSCWA)				
Event Description	<p>MSCWA propose to host a one-day Multicultural Mental Health Expo on World Mental Health Day. Keeping with the 2023 theme 'Mental Health and Wellbeing' as a global priority for all, urging culturally and linguistically diverse (CaLD) communities of WA to participate in the event and engage with local and metro based mental health service providers.</p> <p>The following will form part of the Expo:</p> <ul style="list-style-type: none"> • Free mental health screening tests; • Awareness raising sessions on how to manage stress; • Yoga and meditation sessions; • Massage sessions; • Local mental health service stalls; and • Multicultural entertainment and food during the event. 				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$65,000	\$40,000	\$0	Yes	Facility Hire
Sponsorship History	N/A				
Compliant EOI?	No				
Administration Recommendations	<p>As a health a wellbeing expo, this does not align with the funding criteria of being a vibrant and creative event. It is important to ensure funds are allocated to events that create a vibrant and connected community. While the application may not fall within the Event Sponsorship criteria, the applicant may be eligible for other City funding.</p>				

Event Sponsorship

Event Name	Dogtober				
Event Date	14 October 2023				
Event Location	Barlee Street Carpark, or Grosvenor Road				
Event Organiser	Beaufort Street Network				
Event Description	Dogtober is a celebration of people coming together around their love of dogs. The event centres around the famous dog show, plus there will be activities for dogs, dog yoga, market stalls, free children's activities, and a movie night.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$15,000	\$11,000	\$7,000	Yes	Waste Rangers Marketing Facilities
Sponsorship History	\$7,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Administration supports this event as it has shown growth and popularity in the community over the years and focuses on place activation, economic development, and provides a fun engaging activity for the community enjoy. Administration recommends the same level of funding as previous years.				

Event Sponsorship

Event Name	Jazz Picnic in The Park and Jazz Brunch				
Event Date	5 November 2023				
Event Location	Hyde Park and venues around Vincent				
Event Organiser	Perth International Jazz Festival (PIJF)				
Event Description	<p>The PIJF looks to expand the festival offering in the City of Vincent, through more activation in Hyde Park as part of the Jazz Picnic, as well as activating town centres in a new event 'Jazz Brunch'.</p> <p>In 2023, the Jazz Picnic will use two spaces in Hyde Park to accommodate the growing popularity and audiences. The existing Hyde Park stage will provide the main community event with food truck options and other family activities. Entertainment will be on offer near the new permanent café on the West side of the park.</p> <p>PIJF will also add Jazz Brunch, which will be part of an overall festival expansion and grow to include four weekends. The Brunch will activate local town squares and businesses with jazz duos and trios on a Sunday. This will give the venues and the community jazz bands to fill the streets with the sound of live jazz and draw the community to town centres.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$80,000	\$38,000	\$25,000	Yes	Waste Rangers Marketing Facilities
Sponsorship History	\$20,000 in 2022/23 for Jazz Picnic in The Park				
Compliant EOI?	Yes				
Administration Recommendations	<p>The Jazz Festival is an inclusive and community-focused series of events, showcasing exceptional local Perth, national and international talent. The event application aligns with the Arts Development Action Plan and is growing to include activation of Vincent's Town Centres with the Jazz Brunch proposal. The funding recommendation is based on the increase from last year's funding to include the extension of the event around Hyde Park, and the Jazz Brunch.</p>				

Event Sponsorship

Event Name	Pride Fairday				
Event Date	12 November 2023				
Event Location	Hyde Park				
Event Organiser	Pride WA				
Event Description	<p>Pride Fairday is an annual community picnic day aimed primarily at the LGBTQIA+ community across greater Perth and WA, but also for allies and the general public to celebrate the LGBTQIA+ community and its culture.</p> <p>Last year's Fairday broke attendance records with an estimated attendance of 37,000. The event includes over 120 community, government, corporate, sporting and food stalls as well as free amusements rides and entertainment.</p> <p>Family-friendly entertainment by live performers and a community dog show are highlights of Fairday. The event caters for persons with hearing, visual and physical disabilities, as well as quiet spaces for those with sensory challenges.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$80,000	\$40,000	\$20,000	Yes	Marketing Rangers Waste Facilities
Sponsorship History	\$20,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	<p>Fairday is the hallmark event in the annual PrideFEST calendar and supports and celebrates diversity and inclusion. The event is a safe and empowering space for the LGBTQIA+ community to come together and express themselves freely and aligns with the City's Access and Inclusion Plan. It is recommended funding is remain as previous years as the City provides in-kind support and other programs for PrideFEST through Community Development Initiatives. PrideFEST has built strong community connections and is encouraged to seek additional funding through new partnership.</p>				

Event Sponsorship

Event Name	Mount Hawthorn Street Festival				
Event Date	25 November 2023				
Event Location	Mount Hawthorn Town Centre				
Event Organiser	Palace J				
Event Description	<p>The Mt Hawthorn Streets Festival has been missed by the local community; it provides joyful community atmosphere where people come together to enjoy what Mt Hawthorn has to offer.</p> <p>The street will be filled with live music and roving entertainment, connecting the hospitality venues by spilling them out onto the street.</p> <p>The event will feature plenty of seating through the middle of the street to cater for the masses, live cooking, pop up bars, car park block parties, pottery painting, cocktail bars, live street art and more.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$203,458	\$40,000	\$25,000	Yes	Waste Rangers Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>The return of the festival will promote local businesses, provide opportunities for artists and performers to create a vibrant and festive atmosphere. Palace J has the necessary experience to deliver this event and has worked on large scale events including Cancer No Bueno, Wine Machine and Sets on the Beach. There has been an increase in appetite from residents and local businesses for the event to return, and the funding recommendation is to assist this large-scale event re-establishing itself in the community.</p>				

Event Sponsorship

Event Name	Candlelight: Best of Movie Soundtracks				
Event Date	9 December				
Event Location	Hyde Park				
Event Organiser	FEVER				
Event Description	<p>Candlelight is an intimate classical music concert series held by candlelight in unique spaces. The programming ranges from classical to more contemporary acts and genres from Vivaldi's Four Seasons to more contemporary programs such as Best Works of Hans Zimmer.</p> <p>The Candlelight concert at Hyde Park will see a stage set up in the middle of the lawn surrounded by battery operated candles and the audience will be encouraged to come with picnic rugs and enjoy this special night with music and candles.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$25,000	\$25,000	\$12,000	No	Marketing Waste Facilities
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	The event proposes to be a special evening showcasing musicians by candlelight to create an intimate experience for the community. The organisers have a strong following and have the capability to deliver a high-quality event. This is envisaged to be a low-cost, high impact community event.				

Event Sponsorship

Event Name	Beaufort Street Christmas Festival				
Event Date	16 December 2023				
Event Location	Beaufort Street, Mary Street Piazza, St Albans Church				
Event Organiser	Beaufort Street Network				
Event Description	<p>The Christmas pageant will start at Mary Street Piazza and parade down Beaufort Street, ending at St Albans Church where there will be a community Twilight Market. Local community groups, artisans, free children's entertainment, and live music will be on offer at the market.</p> <p>This year Beaufort Street Network plan to extend the event space onto Beaufort Street with more children's entertainment and increased opportunities for local businesses. By closing both sides of the road, the aim is to provide alfresco dining areas for attendees from local businesses, rides and inflatables and other kid's activities. Along the street between Mary Street and St Alban's there will be buskers, art installations and Christmas decorations.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$32,000	\$25,000	\$5,000	Yes	Waste Rangers Facilities Marketing
Sponsorship History	\$5,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	<p>Beaufort Street Network are proposing to expand their Christmas festival by inviting local businesses and restaurants to spill out onto the street and featuring a trail of performers and activations as part of the festival. The Beaufort Street Christmas Festival has the City of Perth Christmas Pageant to compete with, so Administration recommends making small changes to slowly increase the scale of the event. For this reason, it is recommended funding is not increased and the event slowly build momentum by encouraging local businesses to trade on the footpath, and utilising Mary Street Piazza or Grosvenor Road rather than St Albans Church to better draw the crowd closer to local businesses.</p>				

Event Sponsorship

Event Name	Mt Hawthorn NYE				
Event Date	31 December 2023				
Event Location	Litis Stadium				
Event Organiser	Floreat Athena				
Event Description	<p>Floreat Athena want to offer an alternative new year's event, one that doesn't focus on fireworks, but on families within the Vincent community.</p> <p>Local artist Roly Skender will design a series of light shows to be exhibited amongst the trees and existing environment of Litis Stadium. Various projectors will be used to create the artwork which will be stunning, quirky, meaningful and reflect and celebrate the community.</p> <p>There will be a series of family friendly interactive entertainment and other performance activities including live bands, Cirquest performances and workshops, Kindling Creative's Boxville, bubble artists, face painters, local sporting activations, push carts and a DJ disco.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$53,774	\$40,000	\$10,000	Yes	Waste Facilities Marketing
Sponsorship History	\$10,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	With little offerings for families on New Year's Eve, Floreat Athena's event will provide a safe and fun environment for families to celebrate the new year. The funding recommendation is based on last year's sponsorship amount and so the event can slowly build capacity as it establishes itself in the Mt Hawthorn community.				

Event Sponsorship

Event Name	Hyde Park Festival				
Event Date	3 – 4 March 2024				
Event Location	Hyde Park				
Event Organiser	Rotary Club of North Perth				
Event Description	The Hyde Park Festival is one of Perth’s oldest and most loved community events. Like previous years, the festival will offer a vast array of family activities, family fun zone, amusement rides, arts and crafts, entertainment, food and over 250 stalls. The event draws a huge crowd of approximately 40,000 over the two-day festival.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$140,000	\$25,000	\$15,000	Yes	Waste Rangers Facilities Marketing
Sponsorship History	\$15,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Administration has identified the Rotary Club of North Perth has the capacity to deliver this event which has demonstrated ongoing community support. Sponsorship should remain the same as last year as the City provides a wide range of in-kind support and the event is well-established so would be desirable to other sponsors.				

Event Sponsorship

Event Name	St Patricks Day Festival				
Event Date	16 March 2024				
Event Location	Leederville Town Centre and Oval				
Event Organiser	St Patricks Day WA				
Event Description	<p>In Ireland, St. Patrick's Day is marked by tradition and culture, and across the world on March 17 people don a shade of green and celebrate their own sense of 'Irishness'.</p> <p>The Australian/Irish community connection has been strong for years and this event allows the Irish to celebrate a sense of home in Vincent. Leederville will be filled with musicians, food trucks, stalls and lots of fun for the kids. People from all over WA come along to celebrate their sense of heritage and culture.</p> <p>2023 was the first event in three years and was a huge success. In 2024 the event aims to be bigger and better to celebrate again and bring the Irish community together.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$225,000	\$40,000	\$20,000	Yes	Marketing Facilities Rangers Waste
Sponsorship History	\$20,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	The St Patricks Day Festival draws a huge crowd to Leederville to celebrate Irish culture and heritage and provides a range of economic benefits to local businesses. The event promotes the community coming together to enjoy music, food and entertainment. The funding recommendation is based on the level of in-kind support provided by the City and that the event is well-established and would be considered by other sponsors.				

Event Sponsorship

Event Name	Multicultural Market				
Event Date	16 March 2024				
Event Location	Hyde Park				
Event Organiser	Kena Cabral Morales				
Event Description	<p>The Multicultural Market event is designed to offer a range of activities that promote cultural diversity, community involvement, and entrepreneurship. Some of the activities planned for the event include:</p> <ul style="list-style-type: none"> • Small business showcase providing a platform for small businesses from diverse backgrounds • Cultural performances by artists from different backgrounds • Food from different cultures • Workshops and seminars on topics including cultural diversity and entrepreneurship • Opportunities for people to engage with their community and learn about local initiatives and organisations <p>The event aims to promote cultural diversity, supports small businesses, and empower the community.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$500	\$3,000	\$0	No	Waste Facilities Marketing
Sponsorship History	N/A				
Compliant EOI?	No				
Administration Recommendations	<p>The Multicultural Market is more of an information seminar and therefore does not meet the event criteria of being a vibrant creative event. While the application may not fall within the Event Sponsorship criteria, the applicant may be eligible for other City funding.</p>				

Event Sponsorship

Event Name	Neon Picnic				
Event Date	16 March 2024				
Event Location	Hyde Park				
Event Organiser	RTRFM				
Event Description	<p>Neon Picnic is RTRFM’s annual family friendly outside broadcast. RTRFM broadcasts live radio and five local bands on a Saturday afternoon in March.</p> <p>The event is free and includes kid’s activities, a licensed bar, food trucks, live music, and DJs. The event is a family friendly and a great way to celebrate the RTRFM Community.</p> <p>Neon Picnic in 2024 will celebrate its 7th year and has become a staple in the local music calendar and community event calendar during the early parts of the year.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$25,000	\$10,000	\$10,000	Yes	Waste Facilities Marketing
Sponsorship History	\$10,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Administration recommends continuing the same level of funding as last year. RTRFM have a large demographic of listeners in Vincent, the event is well attended by locals and being situated on Beaufort Street it provides a fundamental link to the City of Vincent and Mt Lawley.				

Event Sponsorship

Event Name	North Perth Primary School 125 th Year Anniversary				
Event Date	16 March 2024				
Event Location	North Perth Primary School				
Event Organiser	North Perth Primary School				
Event Description	<p>The North Perth Primary School 125th year anniversary organising committee is proposing a community fair on the school oval to celebrate.</p> <p>Activities will include fireworks, drones, kid's activities, rides, games, food trucks and stalls.</p> <p>The event will be open to the wider community to help celebrate the school's rich history in North Perth</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$80,000	\$40,000	\$0	Yes	Waste Marketing
Sponsorship History	N/A				
Compliant EOI?	No				
Administration Recommendations	Schools and P&C associations are not eligible for event funding.				

Event Sponsorship

Event Name	City of Vincent Match				
Event Date	13 April 2024				
Event Location	Leederville Oval				
Event Organiser	Subiaco Football Club				
Event Description	<p>City of Vincent WAFL Match is a free event for City of Vincent residents when Subiaco Football Club is fixtured to play co-tenants East Perth.</p> <p>The game day celebrations will include food trucks, family and children entertainment and sporting club involvement.</p>				
Event is Free	Tickets are \$15, Vincent residents will have free entry.				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$10,500	\$8,000	\$5,000	Yes	Marketing
Sponsorship History	\$7,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	<p>The City of Vincent has developed a long-standing relationship with Subiaco Football Club and Administration supports funding 50% of the requested amount as per the guidelines. Administration requests this game be a Subiaco Football Club v East Perth Football Club game as a 'City of Vincent Derby' where both clubs work together to deliver a free community event.</p>				

Event Sponsorship

Event Name	Hullabaloo Fair				
Event Date	16 April 2024				
Event Location	Hyde Park				
Event Organiser	Perth Swing				
Event Description	Hullabaloo Fair is a community swing dancing social featuring WA Youth Jazz Orchestra and a small number of stalls from the Swing Dancing Community.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$6,000	\$3,000	\$0	Yes	Waste Marketing Facilities
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	The proposed event would have appeal to the swing dancing community but not necessarily to the broader community. The Hullabaloo Fair currently takes place at Hyde Park without City funding.				

Event Sponsorship

Event Name	After Dark				
Event Date	3 May 2024				
Event Location	The Pickle District				
Event Organiser	The Pickle District				
Event Description	<p>After Dark is an art crawl event and is a celebration of the local art scene providing opportunities for community members to engage with local artists and appreciate their work.</p> <p>After Dark will include:</p> <ul style="list-style-type: none"> • Exhibitions with local galleries, museums, and art spaces showcasing the work of local artists. • Live music, theatre performances and other forms of live art. • Street performers, such as musicians, dancers, and poets. • Painting, sculpture, or printmaking workshops. • Interactive art installations 				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$80,000	\$40,000	\$30,000	Yes	Waste Rangers Marketing
Sponsorship History	\$30,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Administration recommends continuing the same level of funding as previous years as the event has established itself as a high-quality all-encompassing art crawl, shining a light on art organisations in the west end. The event showcases the diverse range of artists and venues in the district while delivering engaging experiences for event goers.				

Event Sponsorship

Event Name	Leederville Town Centre Events				
Event Date	2023 – 2024 Financial Year				
Event Location	Leederville Town Centre				
Event Organiser	Leederville Connect				
Event Description	<p>The series of events is delivered and run to build energy and excitement around Leederville as a place to be often and a place for everyone, which are cornerstones of the Leederville community’s expectations.</p> <p>This year Leederville Connect have put together a program which continues to build on smaller activations drawing on new local businesses that have expressed willingness to engage and require limited infrastructure. These events will include giveaways and smaller scale entertainment to revitalise the arts and cultural sectors and invite youth participation.</p> <p>The iconic Arty Farty Christmas Party on the list, and a new ‘Laneville’ framed as part of our emerging Kratorville series and utilising Electric Lane or the Water Corp Lane.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$79,000	\$40,000	\$25,000	Yes	Waste Marketing Rangers Facilities
Sponsorship History	\$32,500 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Leederville Connect are proposing to expand their event series to take advantage of Electric Lane and Oxford Street Reserve. Leederville Connect have a strong relationship with local businesses and provide a range of events to engage the local community. The funding recommendation is in line with the group’s capacity to run events as demonstrated in 2022/23 when not all sponsorship funds were used.				

Event Sponsorship

Event Name	Seniors Concert Series				
Event Date	2023 – 2024 Financial Year				
Event Location	Centrestage Recording Studios				
Event Organiser	Centrestage Recording Studios				
Event Description	<p>Centrestage will run a series of intimate concerts and seniors Q&A sessions exclusively for local seniors to participate in and enjoy.</p> <p>The events will be presented at Centrestage Recording Studios. Owner, Nunzio Mondia will perform on piano and present singers, instrumentalists and select senior stories throughout the series.</p> <p>One of the most powerful interactions is the bringing together of children and seniors a 'Grand Parents Morning' event. One of the concerts will include students from local Highgate Primary School to perform for seniors.</p> <p>Concerts may include the studio filming and recording of selected senior stories. All events will conclude with morning tea and coffee and post-concert social interaction.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$40,000	\$40,000	\$10,000	No	Rangers Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Administration approves this concept on a smaller scale to build up over time. The series would benefit local performers, seniors and young students and may form part of the City's Seniors outings to keep the events within the City of Vincent.				

Event Sponsorship

Event Name	Vincent Open Studios				
Event Date	2023 – 2024 Financial Year				
Event Location	Various Locations in Vincent				
Event Organiser	Julie Rosario				
Event Description	<p>An event where creatives and artists living and working within the City of Vincent open up their studios and galleries to the general public.</p> <p>An inaugural event which will happen across one weekend in November or March 2024.</p> <p>An opportunity to showcase the City of Vincent as a centre for creativity.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Requested	Funding Recommendation	Seeking other sponsors?	In-kind support requested
	\$12,000	\$10,000	\$0	No	Marketing
Sponsorship History	N/A				
Compliant EOI?	No				
Administration Recommendations	The applicant is not eligible for funding as they are an individual and not an incorporated group.				



CITY OF VINCENT

FESTIVAL AND EVENT SPONSORSHIP

GUIDELINES | 2023/2024



The City of Vincent sees events as an essential part of creating cultural opportunities that make Vincent a lively and connected place for people to enjoy. Events activate town centres and place spaces, sustain artists and the creative economy.

Applications are encouraged for sponsorship funding for a variety of events such as art events, family-friendly festivals, sporting celebrations, community concerts, food markets and cultural celebrations.

IMPORTANT DATES

8 February Applications open	6 April Applications close	20 June Applications approved by council	Party Time!
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ELIGIBLE

Sponsorship is available for:

- Established commercial businesses and incorporated community groups
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and are within a public place in the City's **boundary**
- Events held between 1 July 2023 and 30 June 2024
- Events that demonstrate alignment to all criteria within these guidelines

NOT ELIGIBLE

Sponsorship is not available for:

- Applicants without an Australian Business Number
- Schools, P&C associations, political or religious groups
- Events that have commenced or begun promotion. The City cannot sponsor retrospectively
- Purchases of capital equipment, insurances, ongoing and recurring staff salaries, including consultant fees
- Applicants with outstanding debt to the City



FUNDING

Applicants may apply for sponsorship up to \$40,000. The City will not fund more than half the total cost of the event. Funding is available for:

- Traffic Management
- Staging equipment, audio visual, structures and toilets
- Performers, entertainers and activities
- Art activations
- Marketing and promotion

IN-KIND SUPPORT

The City may be able to provide the following as in-kind support

- Accessibility and sustainability guidance
- Advice about Welcome to Country or Acknowledgment of Country
- Additional marketing and promotion
- Waste and recycling services
- Ranger services
- Hire of parks, facilities and use of carparks

SPONSORSHIP AGREEMENTS

Successful applicants will enter into a written agreement with the City to manage the partnership and outline key responsibilities for both parties. The City will be under no obligation to provide sponsorship until both parties have executed the agreement.

ACQUITTAL PROCESS

An event acquittal is to be submitted by the applicant no later than 60 days after the event.

WELCOME TO AND ACKNOWLEDGMENT OF COUNTRY

An acknowledgment or Welcome to Country is to be given at all events receiving sponsorship from the City.

ACCESSIBILITY

The applicant should make every effort to create an even that is accessible for people with disability and the LGBTIQ+ and culturally and linguistically diverse communities.

HELPFUL HINTS

- [Department of Health Guidelines for concerts, events and organised gatherings](#)
- [Strategic Community Plan](#)
- [Town Centre Place Plans](#)

HOW TO APPLY

Click [here](#) to apply. **Applications close 6 April at 4.00pm.**

CANVASSING OF ELECTED MEMBERS

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any sponsorship application will result in the application being ineligible for sponsorship.

CONTACT US

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9273 6000 or mail@vincent.wa.gov.au